

**ABSTRACT**

An apparatus, method and system to automatically associate page elements, and convert and transform between disparate data and device format types. This allows for the ability to transform a single data source into multiple output composites suitable for deployment in disparate media outlets and on disparate output devices. Such automatic generation of disparate composites allows for the ability to take content written once in any given format and have said content automatically regenerated for any desired output outlet. The present disclosure further provides the ability to create and edit templates and data, and save edited changes affecting a single or a collection of templates. The invention teaches how to create associations from a piece of data and any of its page elements. Such associations facilitate the automatic transformation of the data into various output formats.